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## **HARDCORE CHOPPERS NAMES KIRKER AUTOMOTIVE FINISHES AS ITS OFFICIAL PAINT PARTNER**

**THE STERLING, VA-BASED CUSTOM BIKE BUILDER WILL USE KIRKER MATERIALS EXCLUSIVELY BEGINNING THIS SPRING**

**NEWBURGH, NY / April 5, 2012** – Hardcore Choppers and Kirker Automotive Finishes today jointly announced a new marketing partnership through which the Sterling, VA-based motorcycle manufacturer will feature Kirker's bold colors on custom choppers, theme builds, feature bikes and other upcoming projects.

Both Kirker and HCC will benefit from the arrangement by combining promotional appearances and other activities to bring additional focus to their respective brands. Thanks to countless appearances in major national publications and on cable TV, and with a fast-growing Web presence, Hardcore Choppers has developed a huge following.

"We're really excited about partnering with Hardcore Choppers," said Matt Panuska, Kirker's vice president – sales & marketing. "These guys do some amazing work, from their visionary concepts to the final finishing touches, they're among the most skilled craftsmen building bikes today."

From start to finish, Hardcore Choppers does everything in-house. That includes custom manufacturing of wheels, frames, high-performance engines and other specially-engineered components.

Of course, HCC also does its own paint work at its state-of-the-art facility in Sterling, VA, where they already are shooting Kirker's new BLACK DIAMOND low-VOC urethane basecoats and SPECTRA Series urethane candy colors in the paint booth. HCC's custom painters are also using Kirker's direct-to-metal primers, primer surfacers, urethane clearcoats and low-gloss finishes like Hot Rod Black and Matte Clear.

With several exciting projects currently underway, Hardcore Choppers expects to debut its first bike painted with Kirker products later this month, and will follow that with more bikes slated to roll out through the spring.

"We take a lot of pride in the quality of our work. These choppers sell for more than \$100,000 so we can't afford to mess around with inferior materials. We need a paint system that we can trust will continue to perform and look good for as long as the bikes themselves," said Alfredo Carlini, president of Hardcore Choppers. "Just like our choppers, Kirker is known for superior performance, reliability and quality."

**About Hardcore Choppers**

Hardcore Choppers was founded in 1996 and has become one of the top custom chopper builders in the world, as seen on the Discovery Channel, Spike TV and the Speed Channel. Hardcore Choppers' list of clients include celebrities, professional athletes, major league sports teams, large corporations and more. The company's bikes have been featured in magazines such as *Hot Bike*, *American Iron* and *V-Twin*. Hardcore Choppers is one of only a few custom chopper builders in the world to have reached the \$200,000 price tag on several creations. Hardcore Choppers uses only hand-crafted parts made in-house in a state-of-the-art facility. Every Hardcore Chopper is hand-built by one craftsman at a time.

**About Kirker Automotive Finishes**

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for one hundred and fourteen years. Today, the line covers a complete range of automotive and fleet refinish products including low-VOC basecoats, single-stage urethane topcoats and enamel paints, DTM primers, high build primer surfacers, urethane clears, activators, reducers and other related items. Kirker also maintains a significant private-label program. To learn more, please visit the company's web site: [www.KirkerAutomotive.com](http://www.KirkerAutomotive.com).

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